

Online Summer Certificates 2020

Welcome to UE

The University of Applied Sciences Europe educates the designers and decisions-makers of tomorrow in the four Faculties of Business, Psychology, Media, Sport and Design. The synergy of creativity, entrepreneurial digital thinking, and internationality enriches the faculties and leads to new perspectives in teaching and research, meeting the needs of the job market in the 4.0 era. Our lecturers have access to the newest teaching content and research from our university network, thus keeping you up-to-date in your given field.

Our global network, embracing all cultures and continents, is the gateway to an exciting career in the global, digitalized workplace – whether as a manager or in your own company. We combine entrepreneurial, creative, digital, and international thinking under one roof – important skills that are in high demand in the workplace, whether for managers, consultants, entrepreneurs, designers, or artists. Take advantage of this interdisciplinary exchange, e-learning opportunities and let yourself be inspired.

General Info

All programs will start on 20 July 2020. Our Business programs each run for 3 weeks, and our Photography program runs for 2 weeks. It is, however, possible to book up to two programs with us. Please, check timetables to avoid overlaps.

In total, you will have 30 contact hours. Classes could be e.g. Monday, Wednesday and Friday or Tuesday and Wednesday (10 to 15 hours per week). On the days that you do not have any classes, you can work on your project, deepen your knowledge in a specific area or prepare yourself for the next lesson. Each program is equivalent to 3 credit points (ECTS). Participants receive an Online Summer Certificate including their grades after taking part in the course.

Prerequisites

All courses are taught in English and suitable to all who are interested in the topic of the program selected. No level of experience is required. However, we strongly recommend that participants have a B2 (upper intermediate) level of English to be able to follow classes and get the most out of them. In order to attend the online courses you need a computer that is compatible with MS Office (MS TEAMS) and a proper internet connection.



Course Overview

	Business			Art & Design
	Entrepreneurship & Leadership	International Business Culture	Digital Marketing	Fashion & Portrait Photography
	Steffi Werner Morning	Katharina Klumpp Morning	Florian Brill Afternoon	Axel Martens & Gisi Rameken Morning
July 20, 2020	<ul style="list-style-type: none"> • Design Thinking Methodologies • Business Analysis and Planning • Entrepreneurial Strategy & Business Model Generation • Learn principles of leadership, communication, and social interaction • Insight to leadership instruments • Learn strategies, characteristics and tools fundamental to being a strong leader 	<ul style="list-style-type: none"> • Intercultural perception and communication • Profiles of organizational structures • Competencies of a global leader • Analyze challenges of intercultural workplace 	<ul style="list-style-type: none"> • Understand the ecosystem of branding • Digital commerce and channels • The modern marketing mix • Social media marketing 	<ul style="list-style-type: none"> • To conceptualize and realize a series of photographs for social, societal or commercial purposes • To critically analyze existing concepts and one's own working methods and results • To become familiar with different forms of presentation, such as portfolios, presentations, wall displays and publishing • Knowledge of the history and current trends of fashion photography • Organisation of a fashion shoot • Producing formally and content-related series of pictures • Conceptual thinking • Critical analysis of existing concepts and own working methods and results

Prices:

Each program costs 499 EUR.

Application:

Art & Design: apply-now.btk-fh.de

Business: apply-now.bits-hochschule.de

How does the online application work?

- Step 1: student needs to create an account
- Step 2: student will receive log in data via email
- Step 3: student completes the application form and needs to upload the necessary documents
- Step 4: submit application
- Step 5: wait for Offer Letter & Contract

Students should upload the following documents during the application process:

- copy of passport
- proof of English language skills